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(54) **DIGITAL ASSET MANAGEMENT SYSTEM (DAMS)**

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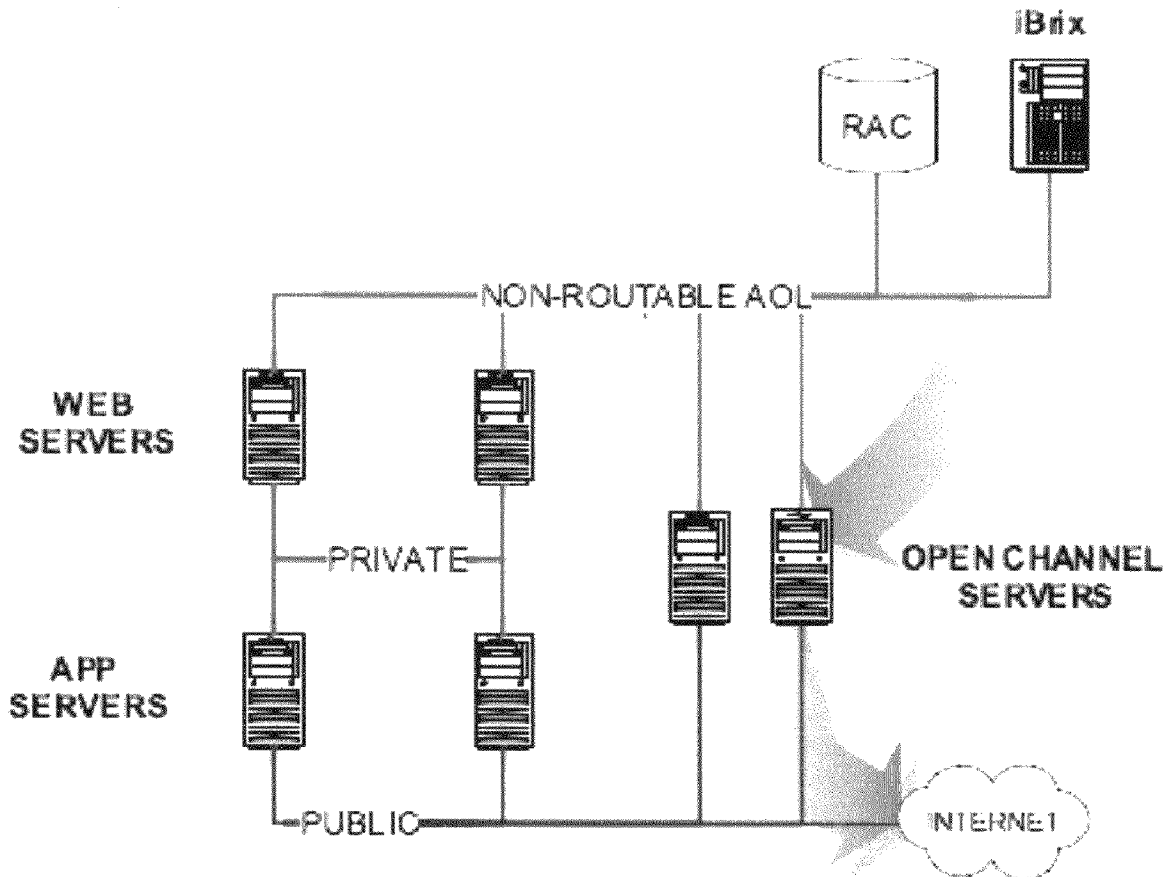
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(57) **ABSTRACT**

A digital asset management system (DAMS) provides an integrated user experience for the rapid and facile manipulation of a users digital assets in an online environment. Spanning the spectrum of digital assets, the DAMS system set forth herein enables users to tag, filter, collect, and show such digital assets in a manner which requires preferably minimal user interaction in order to achieve digital asset management and exhibition. Sharing among friends and family becomes much easier and incoming digital assets may be automatically segregated according to user choices or history to enable easier management of such assets. Recognition of relationships, characteristics, features, and the like between different assets may occur automatically and develop an ongoing fashion to enable association of such similar assets into "collections" or the like.



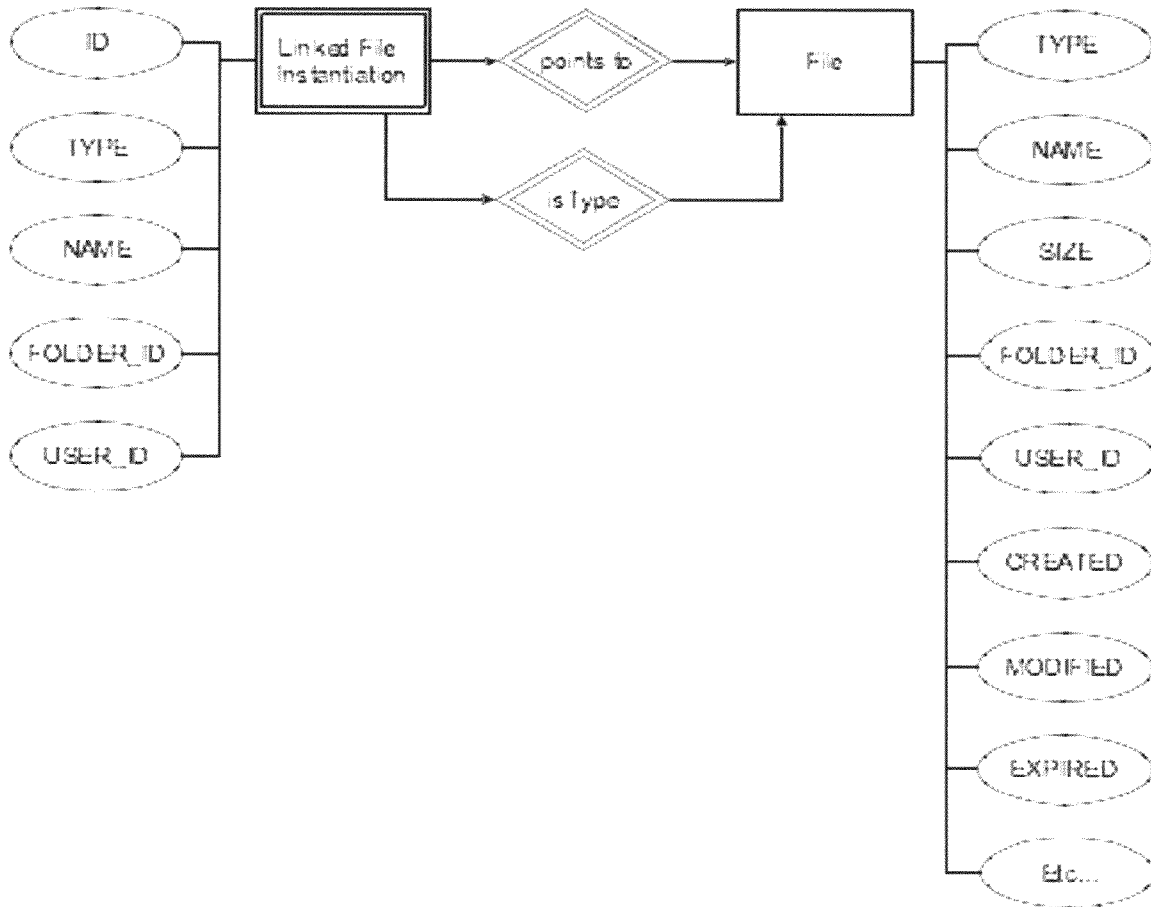


Figure 1

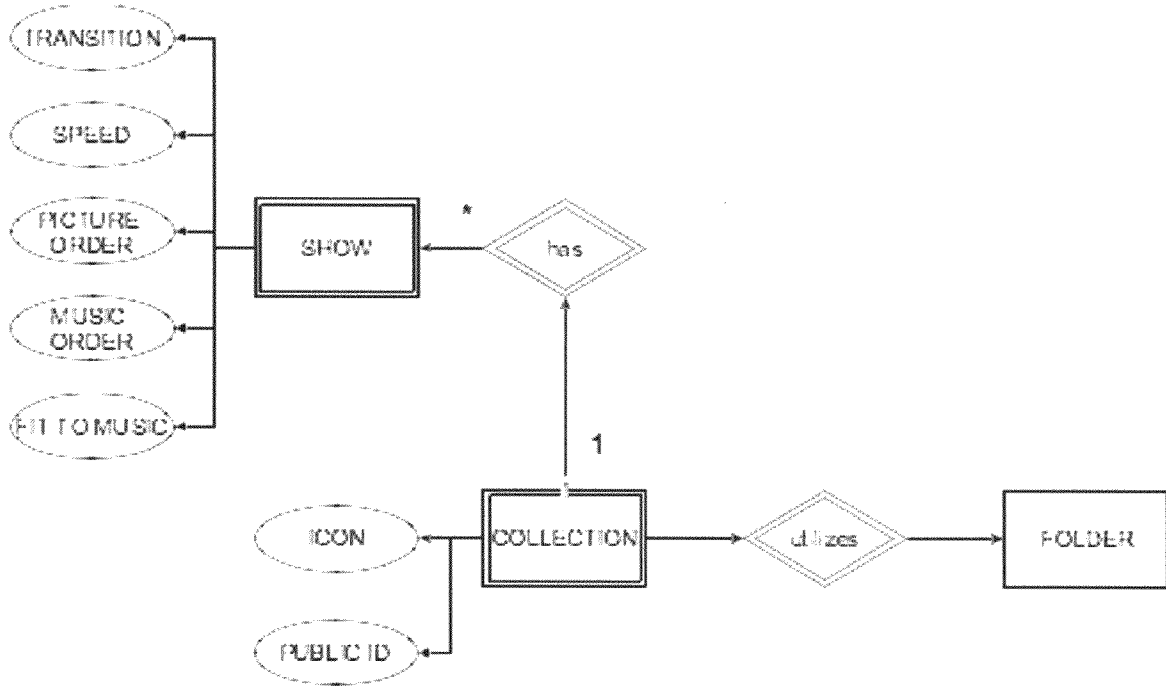


Figure 2

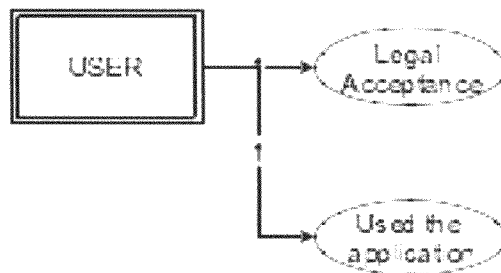


Figure 3

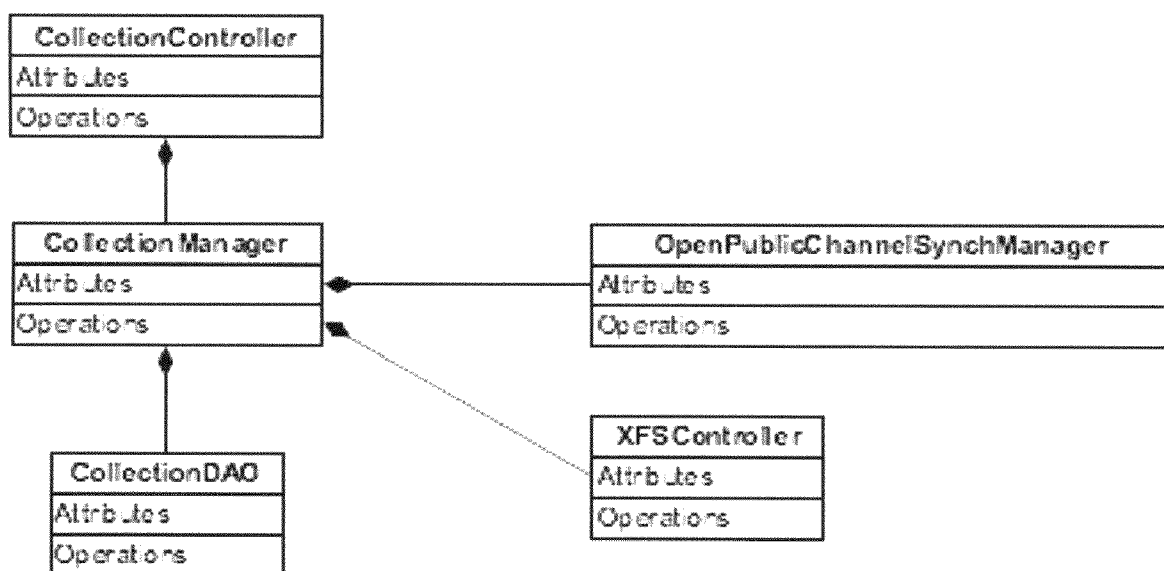


Figure 4

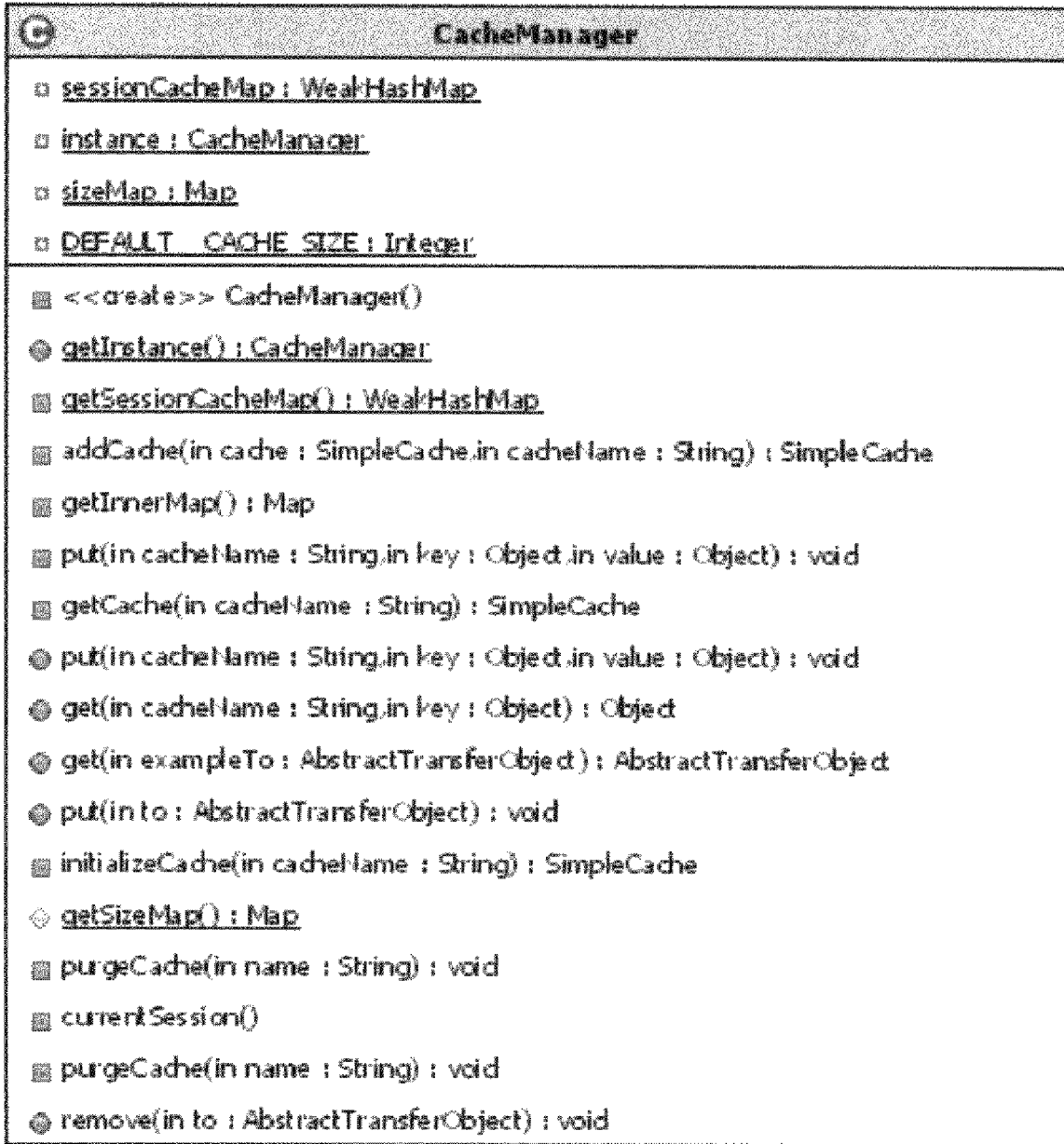


Figure 5

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